

REQUESTS FROM COMMON COUNCIL
REGARDING RECOMMENDATIONS OF FIREWORKS TASKFORCE
Prepared by Safety Division

1. Oversee and provide follow-up to the Common Council on the status of the educational campaign, which should begin before Memorial Day.

A letter has been drafted, to be mailed the first week of May, to Milwaukee area businesses offering our updated flyer, regarding the dangers of fireworks and the reasons why parents should not purchase fireworks.

2. Facilitate a collaborative effort with the Common Council, Fire Department, Police Department, Sheriff's Office and the City of Milwaukee Housing Authority to create a DVD that includes an advisory message identifying the consequences associated with the sale, possession and discharge of fireworks.

The Safety Division will be working with the Fire Department's Audio Visual Specialist to produce a DVD that will have an advisory message from the Mayor identifying the consequences associated with the sale, possession, and discharge of fireworks. Length of DVD to be 5 to 8 minutes.

3. Establish relationships with schools and youth-focused non-profit and community development organizations. Distribute fliers and an educational DVD, asking teachers and principals to discuss fireworks with classes, give presentations and encourage fireworks viewing at designated parks.

We will continue, same as last year, to deliver the fireworks flyer to all Milwaukee schools, YMCA, MPS Summer Camps, and other community groups, so that the message continues to be reinforced throughout the summer months.

4. Take a more proactive role in collaborating fireworks safety educational efforts with the Police Department, the Fire Department, other City departments and community agencies.

The flyer will be given to all Community Liaison Officers to use when conducting programs in their respective Districts.

5. Engage more aggressive public outreach with regard to the problems relating to illegal fireworks.

The DVD will be offered to all Milwaukee City Departments for use on their websites.

6. Develop and provide informational brochures for distribution to other City departments and community agencies. The brochures should be distributed at parks before fireworks events and other related scheduled events, advising citizens that fireworks are illegal. Collaborate with the Fourth of July Commission in developing the brochure, and provide brochures to the Fourth of July Commission, so the Commission may provide these to park volunteers for distribution at the parks.

Last year's brochure will be updated and provided to the Fourth of July Commission for distribution at parks.

7. More monitoring of permitted fireworks displays that would include a review of policies for issuance of permits and analysis surrounding safety conditions at local fireworks displays.

Have monitored the permitted fireworks display procedures with Neighborhood Services and found that they follow the National Fire Associations rules for fireworks permits and use.

8. Make ongoing recommendations to the Police Department and other departments relating to fireworks safety.

We have an open dialogue with our Public Information Office relating to Fireworks Safety.

9. Report to the Common Council with updates relating to fireworks prevention strategies and measurements of success.

Our measure of success would be the number of calls for service regarding fireworks complaints from preceeding year.

10. As part of a media blitz, hold press events during peak periods providing information relating to fireworks law and risks.

Our media blitz regarding press events will be handled by Annie Schwartz of the Milwaukee Police Department's Public Information Office.

11. Request hospitals, non-profit organizations, corporate health foundations and billboard companies to sponsor billboards which focus on fireworks-related health risks, especially during peak periods.

Billboards being sponsored by hospitals, non-profit organizations, and corporate health foundations, will be coordinated by the Public Information Office of the Police Department.

